



**SBS Lift Forum**

*23<sup>rd</sup> November 2022*

# **The importance of standards and special tools, and the role of digitalisation**

*Patrick Cox – CEO TREE Consortium*

# The digital revolution evolves quickly



**VOIP**  
**1995**



**Mobile-Multimedia**  
**2008**



**Metaverse**  
**36 billion USD (2021)**

# “Smart Lift-IoT System”



Technician



Lift & Escalator



Paying Customer

# “Smart Lift-IoT System”



Technician



Lift Company



Control room



Lift & Escalator



(Getaway)



Paying Customer



(Sensors)



(Third party)





# “Smart Lift-IoT System”



Technician



Lift Company



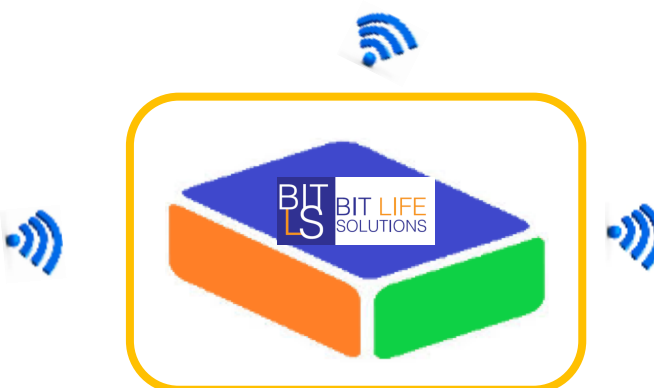
Control room



Smart City



Lift & Escalator



(Getaway)



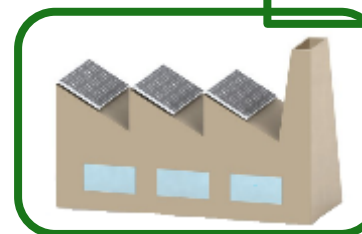
Paying Customer



(Sensors)



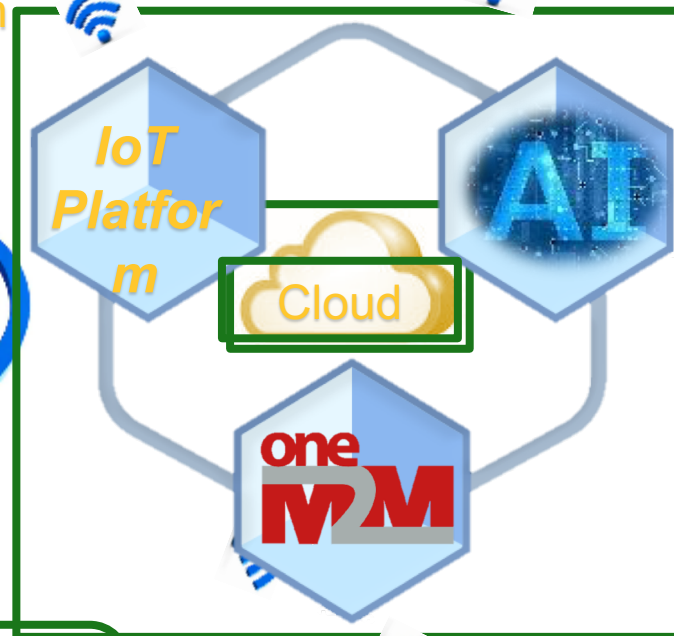
(Third party)



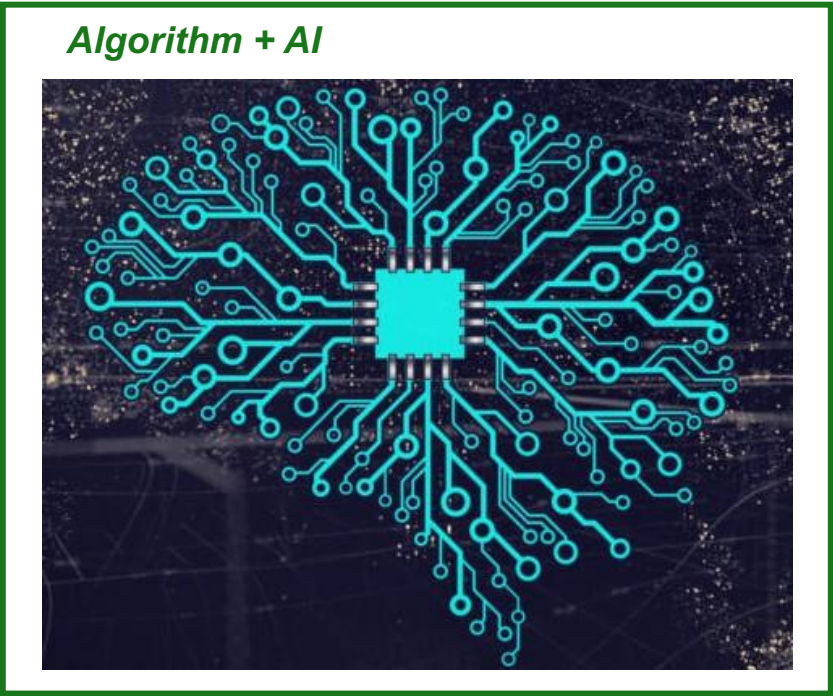
Industry



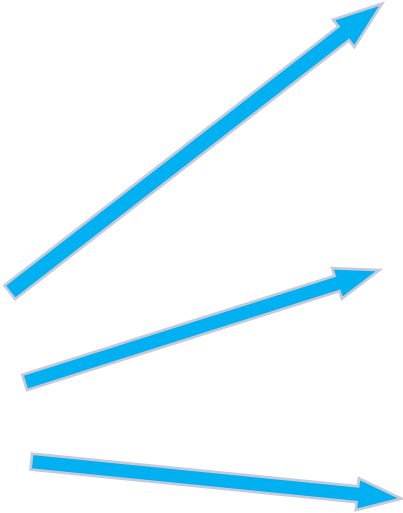
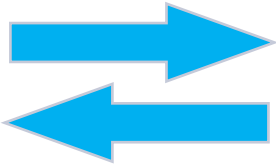
Smart building



# TREE – IoT & AI PoC



Dashboard



## NEXT STEPS: EAT for success

**E**NABLE

*Embrace* new technologies in your workflow

**A**DAPT

*Align* your processes to provide customer value

**T**RAIN

*Train* your team to use the available tools to their fullest extent

- ▷ Success will be measured by your ability to generate Customer Value at an affordable cost.

The background of the slide is a blue European Union flag with twelve yellow stars arranged in a circle. The flag is slightly wrinkled, giving it a realistic appearance. In the top-left and bottom-right corners, there are yellow triangular shapes that appear to be part of the flag's design or a separate graphic element.

**THANK YOU  
FOR YOUR ATTENTION**

**IS THERE ANY  
QUESTION?**

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